

# Secure Start



*A Quarterly Newsletter for People with Ostomies*

## Introducing Secure Start

Ostomy surgery is a life-changing event, and you want to feel comfortable as you begin to adjust.

At Hollister, we know how important it is that you have confidence in the pouching system you're wearing for the first time, as well as in the products you choose for a lifetime.

That's why we've added the Secure Start Kit to our full network of Secure Start support services.

Secure Start Kits provide both one- and two-piece pouching systems in different sizes, to accommodate individual needs and preferences. The products in the kit, including the opportunity to sample our new Adapt™ line of accessories,

give you the start – the secure start – you need.

When you leave the hospital and begin to resume normal activities, your product requirements may change and you may have questions about living with an ostomy.

Hollister is your ongoing information resource. First, watch for our *Secure Start* newsletter every quarter. In addition to updates on new products and accessories, we'll feature patient tips and profiles that will inform and educate, as well as entertain.

Hollister's exclusive OstomyWorld web site ([www.ostomyworld.com](http://www.ostomyworld.com)) offers 24-hour access to insights on comfort and confidence, diet, activity, skin care and



product selection. For questions that aren't addressed on the site, simply e-mail Hollister for a response from an ostomy nurse.

For immediate answers, call Hollister's toll-free customer service number at 1-800-323-4060. Our staff nurses specialize in caring for people with ostomies, wounds, and continence problems, and are happy to answer your questions.

## What's New at Hollister

When people with ostomies choose Hollister, they experience superior pouching systems, and Hollister's commitment to improve and update the pouches and accessories we make.

### NEW ADAPT ACCESSORIES

Adapt, our new line of ostomy accessories, is designed to improve the fit of your pouching system, with an emphasis on ease of use.



*Adapt Barrier Strips, Adapt Convex Barrier Rings, Adapt Barrier Rings and Adapt Paste*

### ADAPT PASTE

Adapt Paste, with the easy-to-see red cap and soft, squeezable tube, caulks and fills skin crevices to improve the fit of your barrier.

### ADAPT BARRIER STRIPS AND BARRIER RINGS

Adapt Barrier Strips and Adapt Barrier Rings are easy to cut, stretch and mold to fit any stoma comfortably and securely. These products are used to create deeper convexity and to fill in creases around oval or irregularly shaped stomas.

**continued on page 2**

## Key Issues

# Things You Should Know About Reimbursement

Once again you can expect to see changes in Medicare reimbursement codes for ostomy products. The six feature codes that were in effect during 2002 will be discontinued as of April 1, 2003. At this time, new codes that recognize distinct combinations of features will be in effect. The number of features being recognized is being reduced to the following three:

- Locking flange mechanism on two-piece pouches
- Integral filters on closed and drainable pouches
- Faucet-type tap with valve on urostomy pouches

All pouches with one of the three recognized features will be covered by the new K codes. Pouches that do not have any of the three features will be covered by the original A codes. Most of the Medicare fees, however, have been revised.

The new codes should be used for billing effective April 1, 2003. Until then, the old codes (and add-on codes) will be honored.

Also worthy of note is that Medicare significantly reduced the reimbursement coverage for Hollister Drainable Karaya Pouches on Oct. 1, 2002. This change impacts the following Hollister stock numbers: 311x; 313x; 322x; 323x; 327x; 360x; 363x;

722x. Individuals using these products can call the Hollister Customer Care department at 1-800-323-4060 for drainable pouch alternatives.

For more information on the recent changes in Medicare reimbursement, refer to the United Ostomy Association Web site at [www.uoa.org](http://www.uoa.org). You can also contact Hollister Incorporated at 1-800-323-4060 to receive a list of Hollister ostomy products and their new associated billing codes (HCPCS codes).

## What's New continued from front page at Hollister

### ADAPT CONVEX BARRIER RINGS

Adapt Convex Barrier Rings can be stretched to create custom convexity to improve the fit of your barrier around oval or irregularly shaped stomas. Use Adapt Convex Barrier Rings alone or in combination for a secure fit on any stoma.

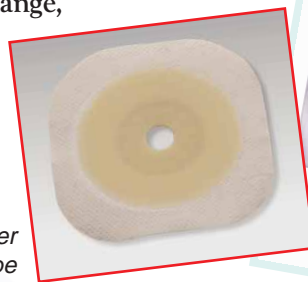
"Adapt accessories provide the alternatives you need to improve the fit of your pouching system," says Joanne Nelson, Senior Ostomy Product Manager for Hollister's North American division.

### NEW IMAGE PRODUCTS FEATURE TAPE-BORDERED BARRIERS

New Image two-piece pouching systems now feature tape-bordered barriers to help improve comfort, wear time, flexibility and security.

The new tape border barriers are available in floating flange, flat, and cut-to-fit styles, New Image skin barriers with tape borders are

*New Image Skin Barrier with Tape*



You have a choice in ostomy products. Make it the right one with New Image™ Two-Piece Pouching System. Comfort, security and freedom of movement are just some of the reasons why New Image is the right choice.

**New Image™**  
**The right choice**

*"I feel pouchless."*

new FREE ostomy sample  
1-800-323-4060  
hollister.com &  
ostomyworld.com



## Clinical Education Corner

### Skin Care Tips

By Ginger Salvadalena  
Clinical Education Specialist

Skin care is key for people with ostomies, as skin irritation is not only uncomfortable, it can interfere with secure adhesion of your pouching system.

Leakage, improperly sized barrier openings, sensitivity to tape, or incorrect removal or application techniques cause most skin irritation around a stoma. One of the most important things to do to correct the cause so that no further skin damage occurs.

Hollister products will help alleviate or prevent minor skin irritations.

#### SKIN GEL

For people who are sensitive to adhesives, Hollister Skin Gel protects skin from stripping caused by removal of tape or skin barriers. It is optional, but is excellent at saving dry, fragile areas from damage.

These types of products are not designed to make your pouching system stick better. Skin Gel simply adds a protective layer to the skin's surface. It is easy to use. Simply wash and dry skin, open the Skin Gel pad and blot or wipe the gel on your skin. Wait until the area is dry to the touch, and then apply your pouching system as usual. Skin Gel is NOT recommended for use

under Hollister Flextend skin barriers, however, as it can interfere with adherence.

#### PREMIUM POWDER

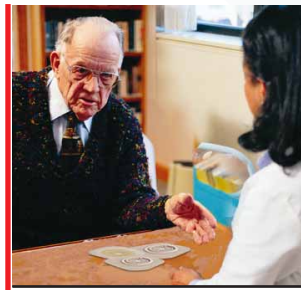
If your skin has become irritated, Hollister Premium Powder can help. Its moisture-absorbing formula allows pouches to stay in place, preventing exposure to stoma discharge and allowing healing.

Although there is no medication in Hollister Premium Powder, it cannot be replaced with cosmetic powder products such as talc, which interfere with the seals on pouches and can lead to aggravation of the skin problem.

To use Premium Powder, simply apply to open irritated skin that has been thoroughly washed and dried. If necessary, reapply another coat to the irritated area if it is still moist. Gently brush off excess powder, making sure powder sticks only to the open skin area and not to dry, intact skin. Apply your pouching system as usual.

Stop using Hollister Premium Powder when the skin has healed and is no longer moist to the touch.

Consult your physician or ostomy nurse if skin irritation worsens or does not improve.



## Frequently Asked Questions

Hollister Incorporated has skilled customer service staff to assist with questions about our products. Additionally, we have nurses who specialize in wound, ostomy, and continence care (WOC nurses) who provide support and information. Some of the most frequently asked questions include:

**Q** *How do I know if my stoma is healthy?*

**A** Each person's stoma is unique. The stoma is always red and moist, much like the mucus membrane in your mouth. A stoma is not painful, as there are no nerve endings in it. Minor, temporary bleeding of the stoma is normal if it is rubbed or hit.

**Q** *How often should I change my pouch?*

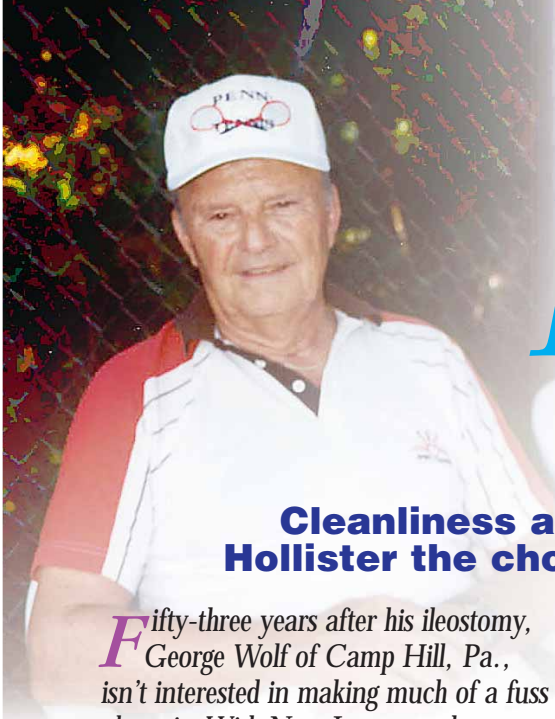
**A** You should expect predictable, sustained wear time from your pouch. This is related to the type of skin barrier used, the shape of the barrier (convex or flat), and a number of other factors such as climate and your activity level. Some people prefer to change their pouches daily, while others wear their pouching systems for up to seven days. If you have trouble getting your skin barrier to stay in place you may need to get help with fitting and product selection. The best source of help is a WOC or ostomy nurse.

**Q** *Is the floating flange on Hollister two-piece products only for use in the hospital?*

**A** No. The floating flange is secure and offers great flexibility. Some people find it easier to use because they can get their fingers under the flange to attach a pouch. In the hospital, the floating flange is ideal, because it minimizes pressure on a tender abdomen after surgery.

*If you have a question regarding Hollister products or ostomy care, call 1-800-323-4060.*





# Patient Profile

## George Wolf

### Cleanliness and ease of use make Hollister the choice for Pa. professor

**F**ifty-three years after his ileostomy, George Wolf of Camp Hill, Pa., isn't interested in making much of a fuss about it. With New Image products from Hollister, he doesn't have to.

"I don't want to be reminded that I have an ileostomy all the time," says the Penn State professor emeritus.

"With Hollister products, I've never run into a problem away from home or overnight. I get a week's wear from my regular pouch and can change quickly without scissors or paste or any other accessories that make a bigger deal of the entire operation."

It hasn't always been that easy. In 1950, when his ileostomy and skin-grafted stoma were complete, Wolf

wore a one-piece rubber pouch that had to be cemented in place and changed daily. Nineteen years later, an ostomy nurse showed him a vastly improved two-piece system – and a new world of ostomy care products.

Wolf has been using Hollister New Image products since the early 1990s. A former nationally ranked senior tennis player, he uses a short pouch for days and switches to the larger pouch after showering at night.

"During the day, I like to keep the pouch empty," he says. "I was eager to try Hollister's soft, cottony material, which never makes any noise. I also like that the flange comes in a disposable bag, which I use to dispose of the pouch materials I take off."

He passed that preference along to his daughter when she, too, had an ileostomy.

Wolf is nearly 80. He played competitive tennis until 1996, when he was diagnosed with prostate cancer that had metastasized into the bone. Six years later, his bone scans are nearly normal and he's been in remission from the cancer since surgery. He's looking forward to resuming friendly tennis matches this spring, if his pulmonary embolisms clear up.

"I suppose if I didn't want to play tennis, you'd say I was cured," he says. "I've been very lucky. One of my daily prayers, believe it or not, is thankfulness for my good health."

thinner and more flexible than ever. Use them in combination with New Image pouches, which feature soft ComfortWear panels and closed, urostomy and drainable (filter option) styles.

"Hollister is dedicated to making pouching systems fit better, feel better and give wearers maximum freedom," says Nelson. "We are always looking for ways to improve our products, so that our customers have the confidence and security they need for their active, busy lives."

## Resources

### United Ostomy Association (UOA)

19772 MacArthur Blvd.  
Suite 200  
Irvine, CA 92612-2405  
1-800-826-0826  
www.uoa.org

### Wound, Ostomy, and Continence Nurses Society (WOCN)

4700 West Lake Ave.  
Glenview, IL 60025  
1-888-224-9626  
www.wocn.org

### Crohn's & Colitis Foundation of America, Inc. (CCFA)

National Headquarters  
386 Park Avenue South  
New York, NY 10016-8804  
1-800-343-3637 or  
212-685-3440 for NY  
www.ccfa.org

### Hollister Customer Care 1-800-323-4060

## Secure Start

**Call to  
subscribe to the  
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newsletter**

**1-800-323-4060**

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www.ostomyworld.com

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